Committee for increase Doordarshan's Income

†2521. SHRI KAPIL SIBAL :
DR. D. MASTHAN :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that a Committee was set up under the chairmanship of Shri S. Sain by Government for suggesting the ways to increase Doordarshan income;

(b) if so, whether the said Committee has submitted its report to Government; and

(c) if so, when Government have received Committee's report and the scheme Government have formulated to implement the recommendations of the Committee ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) to (c) The Government had earlier appointed an Expert Committee headed by Shri Siddhartha Sen to study the marketing of commercial time on the various channels of AIR and Doordarshan and make recommendations for adopting suitable marketing strategies. The Expert Committee submitted its report on 25th July 1997. Further, Prasar Bharati, in July, 1999, has engaged a marketing consultancy firm namely Quadra Advisory to update the report submitted by the Expert Committee and elaborate on measures for operationalising its main recommendations. The firm has submitted its report and actions on its recommendations are being taken by Prasar Bharati Future steps contemplated by Prasar Bharati (Doordarshan) include :

(i) Modification of programming mix;

(ii) Improvement of signal quality;

(iii) Invitation to both TAM and INTAM and participation in the rating process by subscribing to the better of the two agencies; and

(iv) Establishing a separate marketing set-up.

Appointment of AIR and DD Correspondents

†2522. SHRI ANANTRAY DEVSHANKER DAVE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

---

†Original notice of the question was received in Hindi.

(a) whether Government have any proposal to appoint atleast one correspondent of All India Radio and Doordarshan in each district;

(b) if so, what steps have so far been taken in this regard by Government in the context of Rajasthan, Madhya Pradesh, Maharashtra and Gujarat;

(c) What is the approach of Government in this direction; and

(d) if not, the reasons therefor ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) to (d) All India Radio and Doordarshan are now part of an autonomous Corporation called Prasar Bharati (Broadcasting Corporation of India). Presently AIR has 41 full-time Correspondents an 233 part-time Correspondents who function for Doordarshan also. Prasar Bharati has advised that it does not immediately plan to increase the number of its Correspondents to cover each district of the country.

Effect of Foreign TV Programmes

†2523. SHRI GOPALSINGH G. SOLANKI : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government have conducted any study to assess the ill effects of the programmes being telecast in India by foreign T.V. ;

(b) if so, the outcome thereof; and

(c) if not, the reasons therefor ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) to (c) Government is not aware of any study which has concluded that foreign TV channels per se cause ill effects. On the contrary informative, social issue based programmes and healthy entertainment programmes have good effect on viewers while violence and sex dominated programmes are likely to have ill effects on viewers particularly of impressionable age group. Many academic and research organizations take up research studies from time to time and Government refers to findings of such studies as and when needed.

†Original notice of the question was received in Hindi.